Hindustan Unilever pureit

World's largest selling water purifier#

#Based on Unit shipment sales for 2011. Excludes pitchers and faucet mount systems sales and includes only in-home point-of-use drinking water treatment systems.

UROUV_11_13V1

Hindustan Unilever pureit

ULTIMA

RO + UV

REACH PUREIT AT
1860-180-1000
www.pureitwater.com

instructions manual

Hindustan Unilever pureit ULTIMA RO + UV

WELCOME TO THE PUREIT FAMILY

Congratulations!

We thank you for the trust you have shown in our product and we assure you that our product will live up to your expectations. Millions of users trust Pureit to provide safe water to their loved ones.

Our product is developed by experts and it is designed to give you water that is 'As Safe As Boiled Water™'. Pureit adheres to some of the toughest standards of leading institutions both in India and abroad.

If you need to get in touch with us for anything, please call us at 1860-180-1000.

We once again thank you for buying Pureit Ultima RO + UV and we look forward to a long and fruitful association with you.

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UNIQUE FEATURES OF PUREIT ULTIMA RO + UV

Digital Display Panel
An electronic panel that shows the quality^ of water and the life of the Germkill Kit digitally.

Purity Indicator
Constantly^^ senses, measures and shows the quality^ of input and output water.

Digital Advance Alert System
The 2 concentric circles on the Digital Display Panel show the ongoing consumption of the Germkill Kit and alert you 15 days# before the End-of-Life of the kit.

RO Protection Lock
Once the Germkill Kit life is over it automatically stops the flow of water so that you get safe water always.

Guided Alert System
In case of specific electrical faults, a segment of the red band will illuminate to indicate where the fault is.

100% RO and UV
All the water always passes through RO and then UV to completely remove all harmful chemicals like lead, arsenic and mercury so that you get safe and pure water always.

Soft-Touch button
An electronically controlled Soft-Touch button helps you dispense water at the press of a button.

Neon flash belt
Each time you switch on the purifier or press the button to dispense water, the neon flash belt illuminates to beautifully brighten up your kitchen.

TDS Modulator
Adds adequate quantities of essential minerals to the purified water to make it tastier.

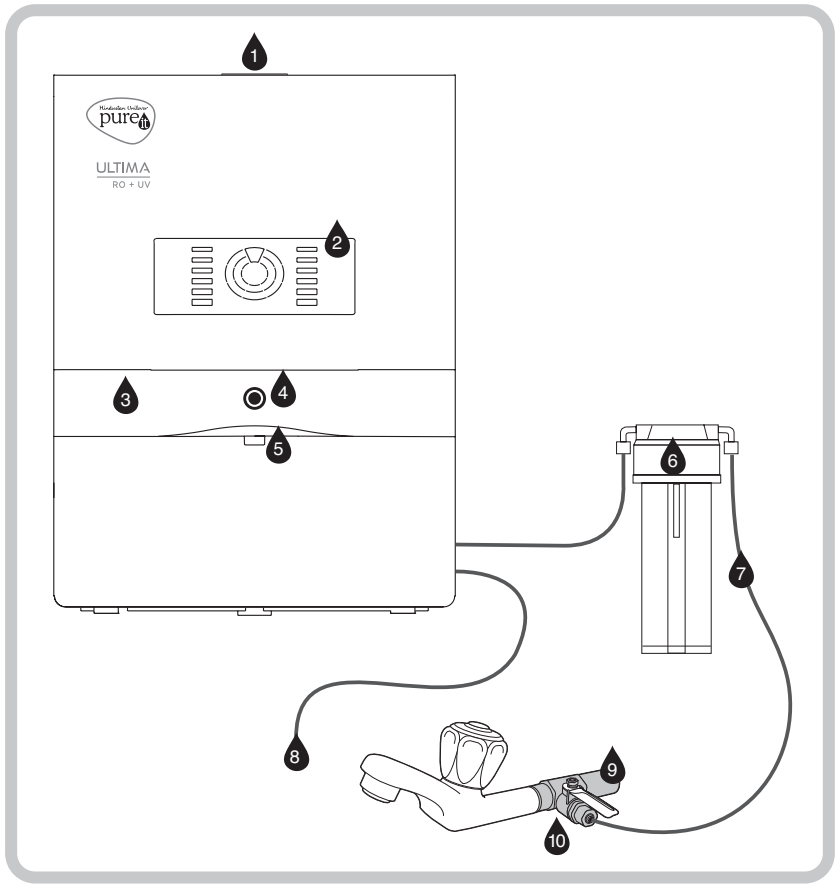
6-Stage purification
Turns hard water upto TDS 2000 ppm into soft and sweet water through RO technology.

Large 10 litre storage tank
Has a large 10 litre* storage tank so that you can get purified water even when there is no running water in your tap.

Advanced voltage fluctuation guard
This protects your purifier from sudden voltage fluctuation as high as 300 volts and also works in low voltages of 150 VAC.

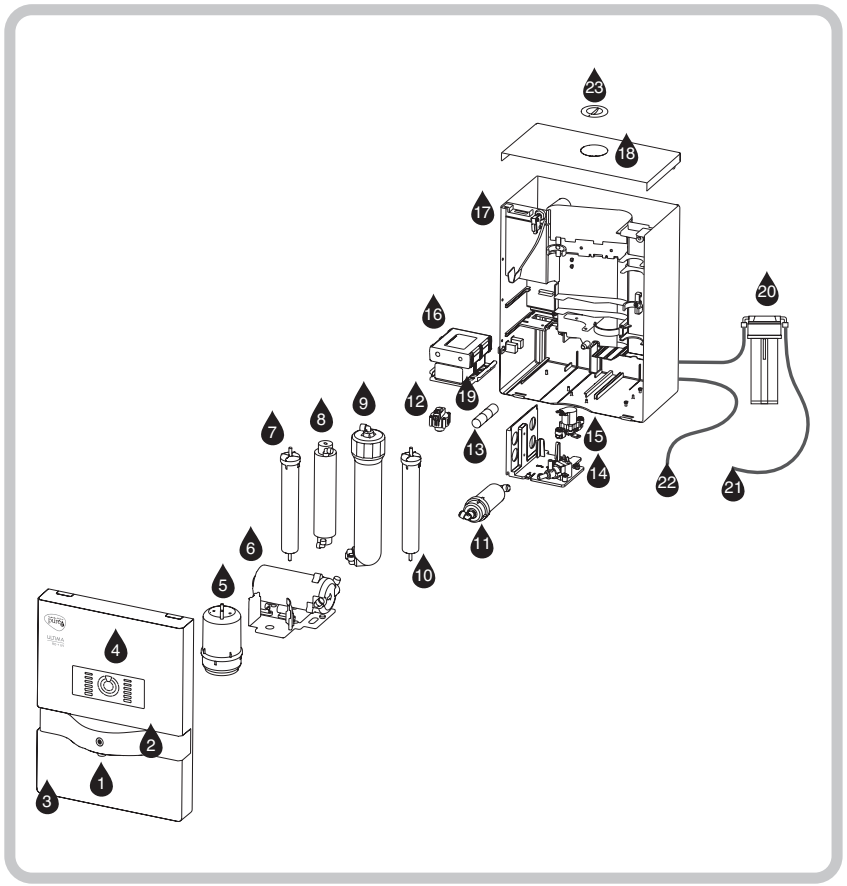
^Quality here refers to the TDS range of water.
^^You can see the quality of water through the Purity Indicator only when water is being purified or the purifier is in use.
*10 litres only with running water. Or else 9.2 litres of water dispensing.
Considering the device is used for 1 hour every day

KNOW YOUR PUREIT ULTIMA RO + UV



1 Cleaning solution dispenser
2 Digital Display Panel
3 Neon Flash Belt
4 Soft-Touch button
5 Water dispensing outlet
6 Pre-Sediment filter
7 Inlet water tube
8 Reject water tube
9 Diverter
10 Ball valve

KNOW YOUR PUREIT ULTIMA RO + UV



1 Water dispensing outlet
2 Neon Flash Belt
3 Front panel
4 Digital Display Panel
5 Pre-RO Carbon Filter
6 Pump
7 TDS modulator
8 UV reactor barrel
9 RO membrane housing
10 Post-RO Carbon Filter
11 Post Carbon Sediment Filter
12 Low pressure switch
13 Flow restrictor
14 Dispensing solenoid valve
15 RO solenoid valve
16 Control circuit
17 Storage tank
18 Storage tank cover
19 Power adapter
20 Pre-Sediment Filter
21 Inlet water tube
22 Reject water tube
23 Hypo lid

* Post-RO Carbon Filter fitted in the device may need to be changed intermittently at extra cost in case you face smell issues.

TECHNICAL SPECIFICATIONS OF PUREIT ULTIMA RO + UV PURIFIER#

Pureit Ultima RO + UV	
Height	~486 mm
Width	~360 mm
Depth	~311.5 mm
Weight of 'Pureit Ultima RO + UV'	~9.5 kg
Flow rate*	Approximately 9–12 litres per hour
Storage tank capacity	10 litres**
6-Stage Purifying Technology	PP Melt Blown Pre-Sediment Filter, Pre-RO Carbon Filter, Post-Carbon Sediment Filter, Reverse Osmosis Membrane, UV reactor and Post-RO Carbon Filter
Membrane type	Thin-film composite spiral wound
Pump type	Diaphragm pump, 24V DC
% Recovery*	Typically 25%
TDS reduction***	90% (min)
Input water pH range	6.5–8.5
Power rating	60 Watts
Pressure rating	5–30 PSI****
Input Voltage	150–300 VAC, 50–60 Hz
Material of construction for plastic parts	Food grade, non-toxic, engineering grade plastics
Length of Power cord	1.6 metres
Total Dissolved Solids in input water	Upto 2000 mg/lit
Total hardness of input water	500 mg/lit (max)
Iron in input water	0.3 mg/lit (max)
Turbidity of input water	1 NTU (max)
Germkill Kit™	
Material of construction	Food grade, non-toxic, engineering-grade plastics
Germkill Kit-1	Pre-Sediment Filter – 2 Nos
	Pre-RO Carbon Filter – 1 No
	Post-RO Carbon Filter – 1 No
	TDS Modulator – 1 No
Germkill Kit-2	Pre-Sediment Filter – 2 Nos
	Pre-RO Carbon Filter – 1 No
	Post-RO Carbon Filter – 1 No
	Post-Carbon Sediment Filter – 1 No
	RO Membrane – 1 No
	TDS Modulator – 1No
Germkill performance standard	Meets stringent international criteria for microbiologically safe drinking water – e.g., Environmental Protection Agency (EPA), USA

* Permeate flow rate and recovery are based on standard test conditions and may vary depending on input water quality, TDS, pressure and life of Filter elements.

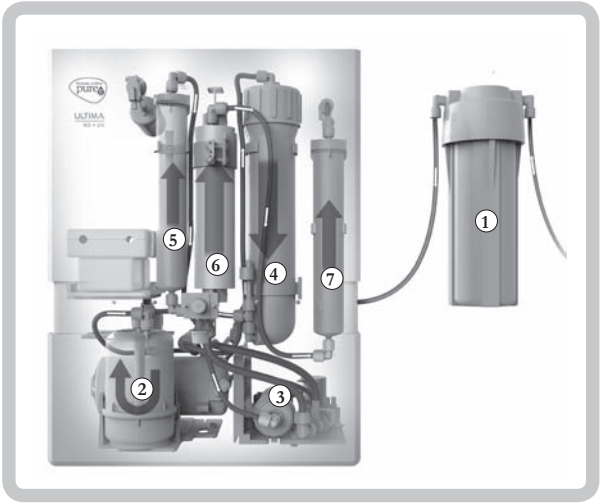
** 10 litres of storage only with running water. Or else 9.2 litres of water dispensing.

*** Input water quality and TDS content are important determinants of output water quality.

**** If input pressure exceeds 30 PSI, please install a company provided pressure reducing valve at an additional cost. If the pressure is lesser than 5 PSI then you need to buy 'Pressure enhancing pump' at an additional cost. Device should not be installed in a house where input pressure is greater than 60 psi.

Technical specifications are subject to change or improvement without prior notice.

PUREIT ULTIMA RO + UV'S UNIQUE TECHNOLOGY



1 Pre-Sediment Filter
Removes fine and coarse particulate impurities/dirt and improves the life of the Carbon Filter.

2 Pre-RO Carbon Filter
Removes chlorine and organic impurities like harmful pesticides. It also adsorbs bad taste and odour-causing organic compounds from water.

3 Post-Carbon Sediment Filter
Removes remaining fine and coarse particulate impurities/dirt and improves the life of RO Membrane.

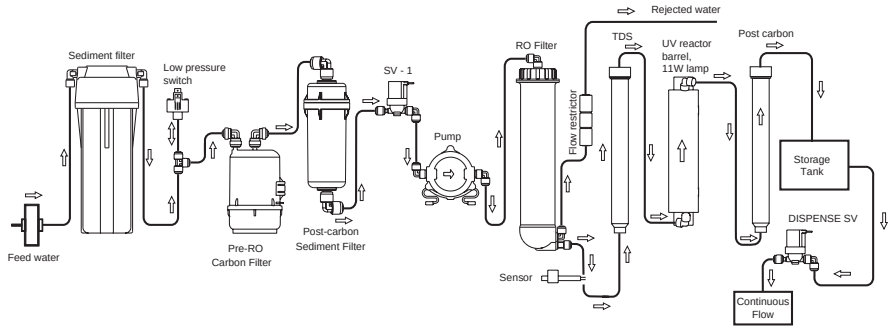
4 RO Membrane
Removes dissolved salts, hardness, pesticides and heavy metals like arsenic, lead and mercury. It also removes microbial contaminants like bacteria, virus, protozoa and cysts.

5 TDS Modulator
Adds adequate quantities of essential minerals to the purified water.

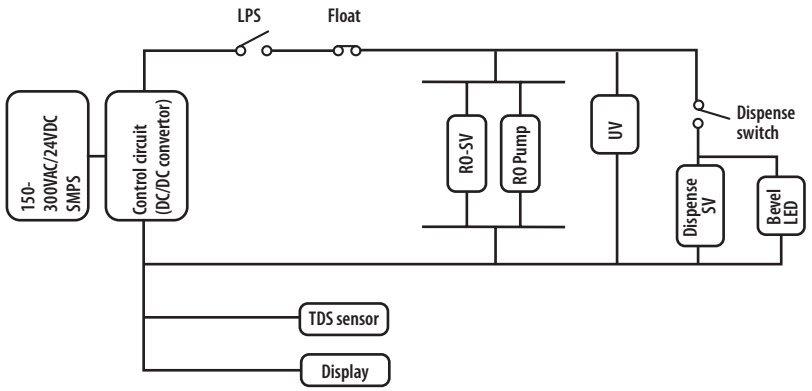
6 UV Reactor
Acts as an additional stage of purification to further inactivate bacteria, virus and parasites to deliver safe water.

7 Post-RO Carbon Filter
Last level of purification acts as a polisher and enhances the taste of purified water.

WATER-FLOW DIAGRAM

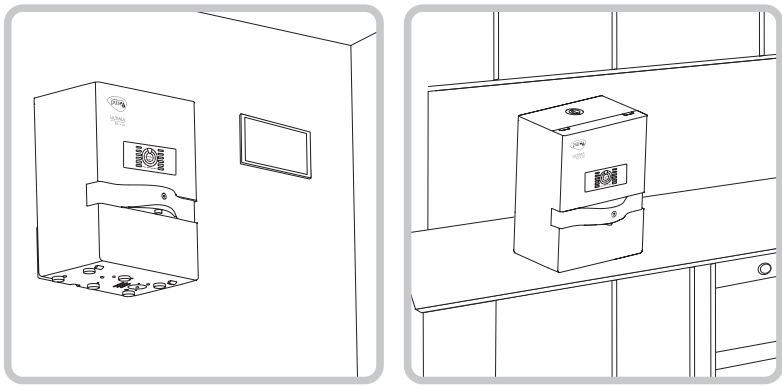


ELECTRICAL-CIRCUIT DIAGRAM



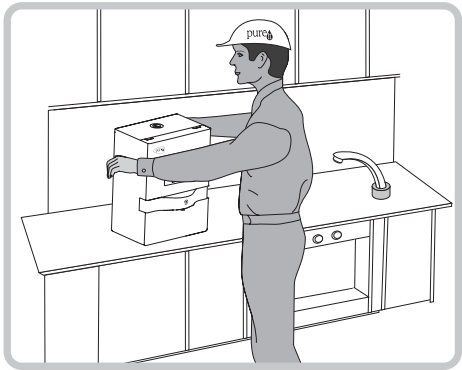
INSTALLATION AND IMPORTANT INSTRUCTIONS

1



Pureit Ultima RO + UV can either be wall mounted or can be used as a table top purifier.

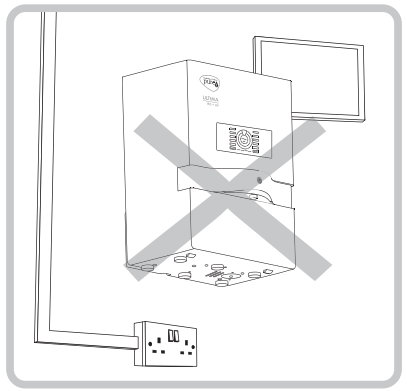
2



Ensure Pureit Ultima RO + UV is installed by a trained Pureit technician.

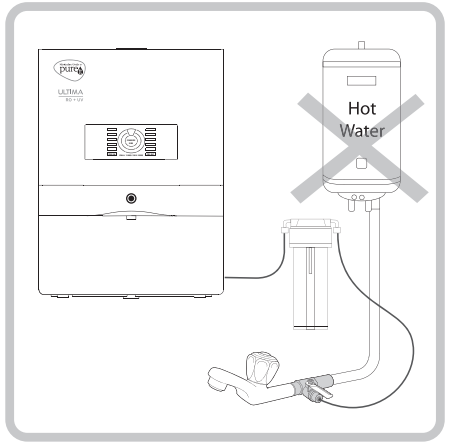
INSTALLATION AND IMPORTANT INSTRUCTIONS

③



Ensure Pureit Ultima RO + UV is not installed above any electric socket.
Ensure that you use the plug provided with the purifier and do not change it.

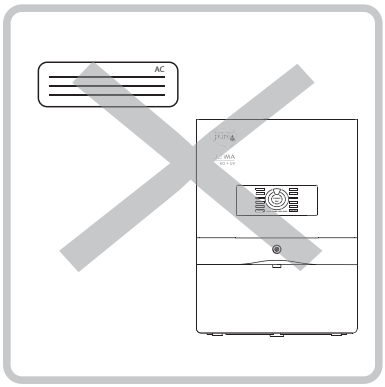
④



Pureit Ultima RO + UV should not be connected to any hot water tap.
Do not run hot water over 45 °C through the purifier.

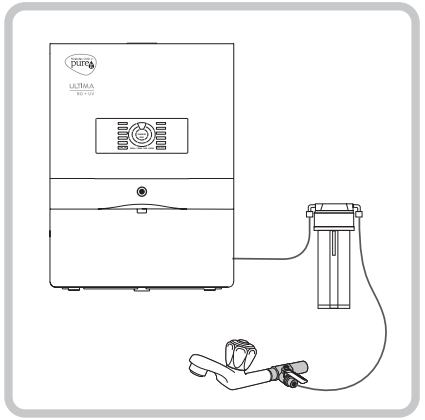
INSTALLATION AND IMPORTANT INSTRUCTIONS

⑤



Do not install the purification unit where it could freeze.

⑥



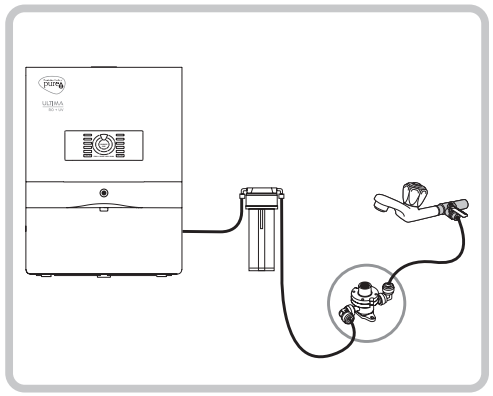
Ensure that the purifier is placed close to the plumbed inlet connection
(not more than 2 metres). Also, avoid sharp bends to the pipes.

INSTALLATION AND IMPORTANT INSTRUCTIONS

⑦

Install your Pureit Ultima RO + UV away from direct sunlight, and ensure there is enough ventilation.

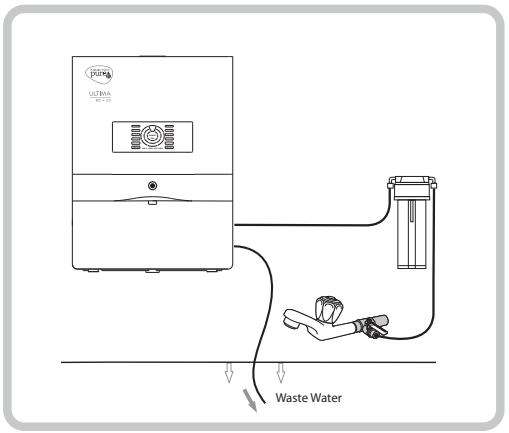
⑧



Ensure input pressure is more than 5 PSI and less than 30 PSI. If it is more than 30 PSI, you need to use 'Pressure reducing Valve' which can be bought at an additional cost. If the pressure is less than 5 PSI then you need to buy 'Pressure enhancing Pump' which can be bought at an additional cost. Ensure you buy them from an authorized service personnel of Pureit.

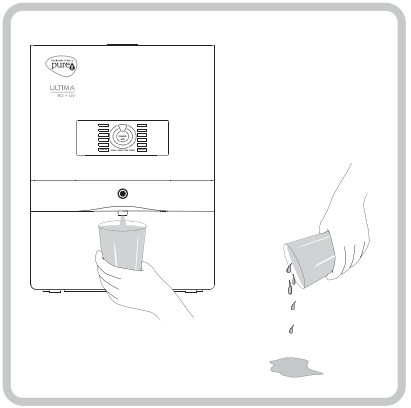
INSTALLATION AND IMPORTANT INSTRUCTIONS

⑨



Ensure the reject water pipe is placed lower than the tap of the purifier.

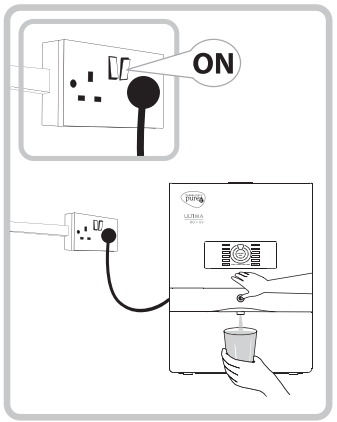
⑩



The Post-RO Carbon Filter must be detached from the storage tank and flushed directly into the sink, at least for 15–20 minutes before starting the regular usage. Discard the first cycle of water (10 litres) and do not use for drinking.

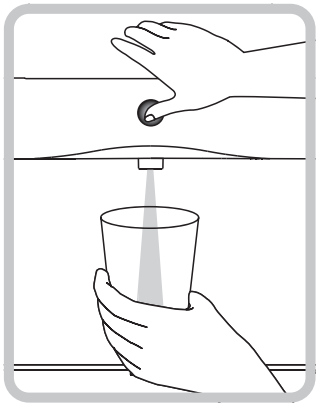
INSTALLATION AND IMPORTANT INSTRUCTIONS

⑪



Make sure that the power is kept on to dispense the water. Please press the button to dispense the water from the storage tank.

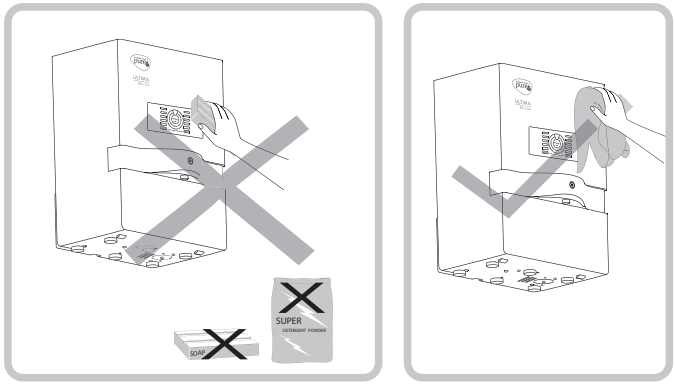
⑫



The Neon Flash Belt gets illuminated when you press the Soft-Touch button to start or stop water dispensing. Neon Flash Belt will remain illuminated for 30 secs and will automatically go off after that. The Digital Display Panel will turn off and go in to sleep mode if the storage tank is full and the device is not operated for 10 minutes or more.

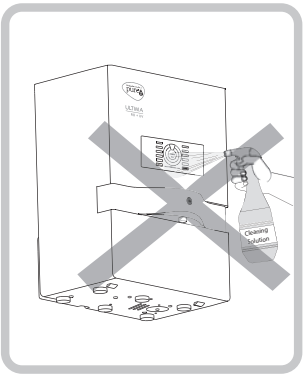
CLEANING AND MAINTENANCE

①



Do not use any detergents or soap or wet cloth to clean the external parts. Use dry and soft cloth to clean the front cover. It is recommended to use a 3M mop cloth for dry or wet wiping.

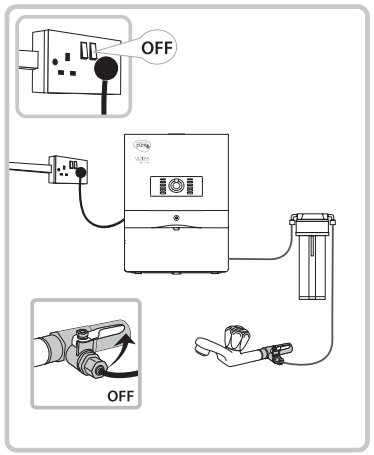
②



Do not use any cleaning solution to clean the Digital Display Panel or the Neon Flash Belt. Damages ensuing thereof are not covered under warranty.

CLEANING AND MAINTENANCE

③



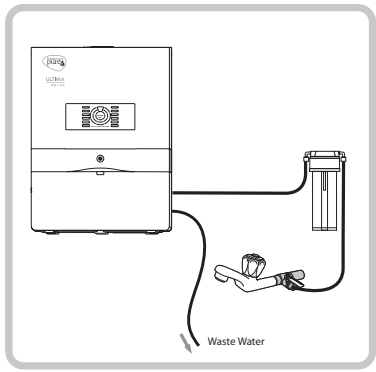
Always switch off the “Ball Valve” and electrical power in case
you notice any leakage from the purifier or
you are out of home for more than 2 days.

④

Do not try to open the purifier for cleaning or for any replacements.
This can be done only by qualified company personnel or an authorized agent.

CLEANING AND MAINTENANCE

⑤



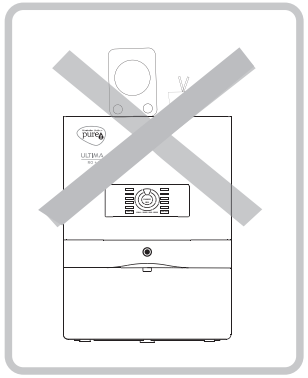
Do not drink the water from the waste water tube, as it is not suitable for drinking.
However, you can use that water for gardening or to clean the floors.

⑥

You should discard the water in the storage tank once in 15 days. Always drain the
water in the storage tank if you have not used the purifier for more than 2 days.

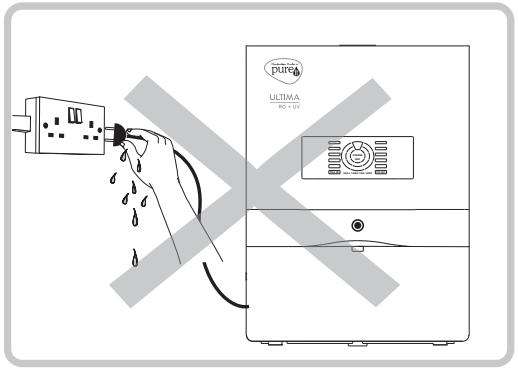
CLEANING AND MAINTENANCE

⑦



Do not put heavy or sharp objects on the purifier.

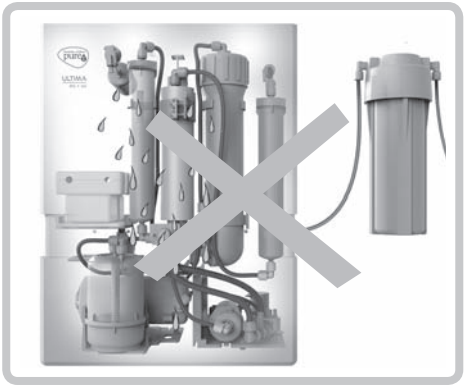
⑧



Do not plug or unplug the power cord with wet hands. Ensure that the plug isn't wet while plugging in or unplugging to avoid any untoward accident due to electrical shock or fire.

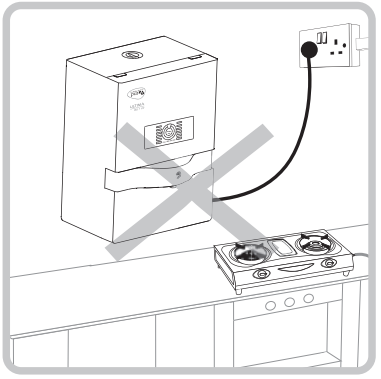
CLEANING AND MAINTENANCE

⑨



Never splash the filtration system with water while cleaning.

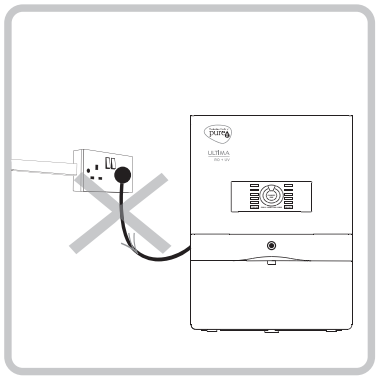
⑩



Never put the cord near stoves or heaters.

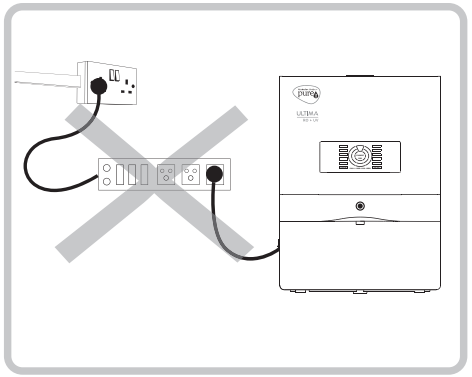
CLEANING AND MAINTENANCE

⑪



If the power cord is damaged, the power adapter must be replaced and not used.

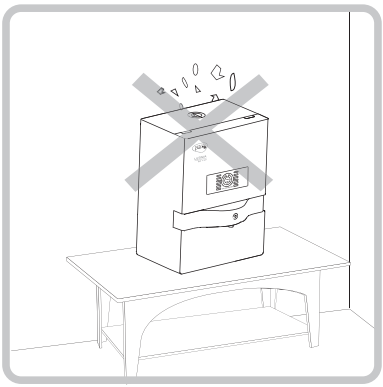
⑫



Avoid using an extension cord.

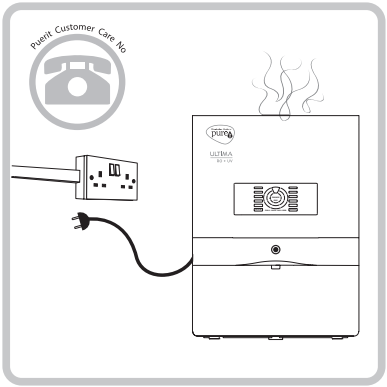
CLEANING AND MAINTENANCE

⑬



Do not allow any foreign or unexpected material to enter into the storage tank. The purified water in the storage tank will no longer continue to be safe.

⑭



In case of any smoke or burning smell, switch off power and remove the plug immediately and call the Pureit Helpline at 1860-180-1000.

CLEANING AND MAINTENANCE

15. Please dispose the used consumables along with the other household waste through the municipal disposal system.

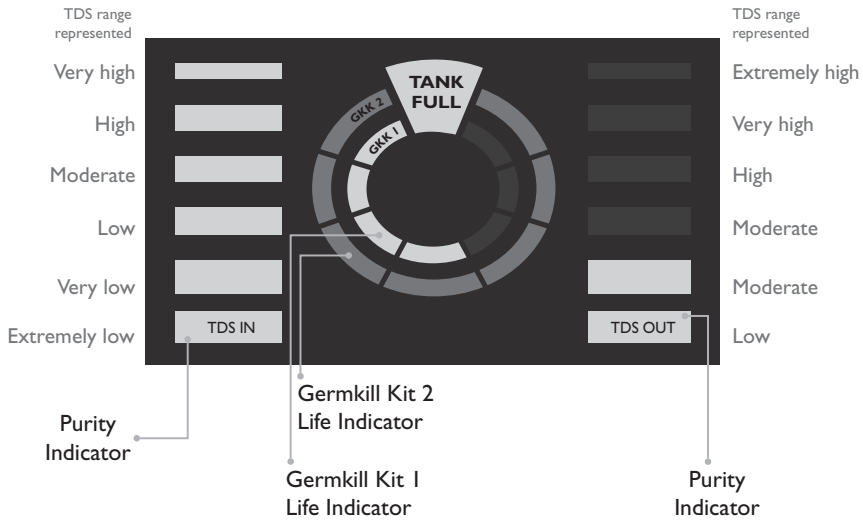
16. You should only store water in the purifier and not use other bottles and containers. If you do so, water may get contaminated.

17. The output water may continue to have flora which are harmless and pose no health hazard to normal healthy adults and children.

18. In case UV lamp breaks, carefully sweep all the fragments, wipe the area with a wet towel, and dispose all the fragment including the used towel in a sealed plastic bag. Open windows to allow room to ventilate. Do not use vacuum. Hand over the bag to the service technician for proper disposal of the same when he visits to put a new UV lamp.

19. Always drain the water in the storage tank if you have not used the purifier for more than 2 days.

UNDERSTANDING THE DIGITAL DISPLAY PANEL



The bars on the left and right show the indicative range of TDS in the input and output water respectively, as shown above. The level of these bars will change depending on the quality of input water. *^*

Tank full indicator will be illuminated once the storage tank is full.

^ TDS (Total Dissolved Solids) indications are measured on the basis of conductivity of output water and this conductivity depends on 1) mobility of ions 2) valency of ions 3) concentration of ions and 4) the temperature of water. The display of TDS values is an indicative range and not an absolute value. Purity Indicator will only function when there is input water in the purifier. In case there is no input water in the purifier, then the Digital Display Panel will show an error and there will be one band lit on either side of the panel. This is a default state indication and does not reflect the Purity Level of water.
You can see the quality of water through the Purity Indicator only when water is being purified or the purifier is in use.
Quality here refers to the TDS range of water.

The central bars of the inner/outer indicator circle will blink after ~185/~585 hours of usage respectively, to prompt you to replace the Pre-Sediment Filter and it will Auto Shut Off water at 200/600^ hours of usage respectively if not replaced.

As the purifier approaches ~385 hours of life, you will see the last bar of the Germkill Kit 1 indicator blink, 'CHANGE GKK' blink at the centre of the Digital Display Panel and "CALL 1860-180-1000" illuminated at the bottom of the panel. On completion of 400 hours* 'CHANGE GKK' will be static on the panel. You would need to replace the Germkill Kit 1 by contacting the Pureit Helpline at 1860-180-1000.

Blinking "Change GKK" - Alerts 15 days** before you need to change Germkill Kit 1. Buy GKK 1.
Static "Change GKK" - Auto Shut Off of water. Replace GKK 1.

As the purifier approaches ~785 hours of life, you will see the last bar of the Germkill Kit 2 indicator blink, 'CHANGE GKK' blink at the centre of the Digital Display Panel and "CALL 1860-180-1000" illuminated at the bottom of the panel. On completion of 800 hours* 'CHANGE GKK' will be static on the panel. You would need to replace the Germkill Kit 1 by contacting the Pureit Helpline at 1860-180-1000.

Blinking "Change GKK" - Alerts 15 days** before you need to change Germkill Kit 2. Buy GKK 2.
Static "Change GKK" - Auto Shut Off of water. Replace GKK 2.

In case of specific electrical faults, a segment of the red band will illuminate to indicate where the fault is.

*The GKK-1/GKK-2 life of 400/800 hours approximately gives 4000/8000 litres of purified water under tested conditions of 18 PSI input pressure, 450–500 ppm TDS and 25 °C temperature.
**Considering the device is used for 1 hour every day.
^The Germkill Kit™ (GKK-1/GKK-2) will be changed after every 400/800 hours respectively and there is an Auto Shut Off to force this change. The Pre-Sediment Filter will be required to be replaced after approximately every 200 hours (approx 2000 litres). Depending on your water quality there may be a need to change the Pre-Sediment Filter before 200 hours.

FAQs

How does Pureit Ultima RO + UV purify water?

Pureit Ultima RO + UV has a 6-Stage Purification System which ensures you get water that is 'As Safe As Boiled Water™' and also removes excess total dissolved solids (TDS) to make your water tastier.

In the first stage, the water passes through the Pre-Sediment Filter which removes fine and coarse particulate impurities/dirt.

The second stage is the Pre-RO Carbon Filter that removes chlorine and organic impurities like harmful pesticides. It also adsorbs bad taste and odour-causing organic compounds from water.

The third stage is the Post-Carbon Sediment Filter which removes the remaining dirt.

Then the water passes through the RO Membrane at high pressure, with the help of an inbuilt pump. The RO Membrane removes dissolved salts, hardness, pesticides and heavy metals like arsenic, lead and mercury. It also removes microbial contaminants like bacteria, virus, protozoa and parasites.

After the RO Membrane, the water passes through a TDS Modulator that adds adequate quantities of essential minerals to the water.

Fifth stage is a high-intensity UV lamp that acts as an additional stage of purification to further inactivate bacteria, virus and parasites to deliver safe water.

Sixth and final stage is the Post-RO Carbon Filter, which acts as a polisher and enhances the taste of purified water.

What is the storage capacity of 'Pureit Ultima RO + UV'?

Ultima RO + UV has a storage tank capacity of 10 litres with running input water. With no continuous input water, the average dispense capacity is 9.2 litres. The process of filling the storage tank is fully automatic and when you take water out of the tank, the purification process automatically starts and refills the storage tank.

How much time it takes to purify water in 'Pureit Ultima RO + UV'?

'Pureit Ultima RO + UV' can purify water upto 9–12 litres per hour. However, the time taken to purify depends on the life of the Filters, the input water pressure, TDS and other impurities present in water.

How will I get new Consumables/Membranes replaced?

You need to call the Pureit Helpline and order for a Germkill Kit™. Our technician will visit your place and replace the Germkill Kit™ at a nominal cost.

Can I drink the first purification cycle of water from the purifier?

After Pureit Ultima RO + UV is installed or whenever the Germkill Kit (s) are replaced, discard the first cycle of water (10 litres) that is filled in the storage tank.

What should I do if there is no water being dispensed from the tap?

In case you cannot dispense water from the tap, then you need to first check whether the power supply is on. If it is on, then check if there are any fault indicators illuminated, or "CHANGE Germkill Kit" and the Call Centre Number is illuminated on the Digital Display Panel. Call the Pureit helpline and get either the fault resolved or Germkill Kit replaced.

If none of these lights are illuminated on the Digital Display Panel, then check if the Ball Valve is closed.
If none of these cases are true, then please call Pureit Helpline for assistance.

Can I open and service my purifier?

It is not recommended to open and service device by an individual. Call our Pureit Helpline if you face any issue which requires servicing and opening the device.

Can I use any type of water to purify through my Ultima RO + UV?

Pureit Ultima RO + UV will purify "potable" water for removal of hardness and other impurities to give you safe drinking water. If the input water has impurities normally not present in drinking water (high iron/turbidity/ microbial contamination etc.) or water is from unknown source (river/lake/pond/borewell etc.) then suitable pre-treatments may be required.

Can I use the reject water?

It is not recommended to use the reject water for any kind of consumption (drinking or cooking). It can probably be used for gardening or cleaning floors.

What should I do if any part of the purifier is broken?

Please call the Pureit Helpline. We will guide you on the repairs required. You would need to buy the replacement parts at an additional cost.

What should I do if there is a leakage from the purifier?

Turn off the Ball Valve and switch off the power, if you find any failure. Check for any visually improper fitments and then call our Pureit Helpline at 1860-180-1000 and register a service request.

How long the stored water in Pureit Ultima RO + UV can be used for drinking?

You can use stored water for 2 days. If it is not used for more than 2 days we advice you to discard that water, refill and then consume.

How do I know when I have to change my Germkill Kit?

Pureit Ultima RO + UV has a Digital Display System that will flash a message "Change GKK" to prompt you to call the call centre to get the respective GKK changed, whenever the life of the Germkill Kit is about to get over.
(Please refer to the "Understanding The Digital Display Panel" section of this user manual, for further details).

How do I know when do I have to change the Pre-Sediment Filter?

The central bars of the inner/outer indicator circle will blink after ~185/~585 hours of usage respectively to prompt you to replace the Pre-Sediment Filter and it will Auto Shut Off water at 200/600 hours of usage respectively if not replaced. (Please refer to the "Understanding The Digital Display Panel" section of this user manual, for further details).

Will I be able to dispense water from the purifier in case the red band of "Guided Alert System" gets illuminated OR the water is Auto Shut Off due to ROPL activated?

In case any red band of "Guided Alert System" illuminates, the purification process will stop, until the fault is fixed. But, you will be able to dispense out the water available in the storage tank by pressing the Soft-Touch button. Once pressed, the button will operate and dispense for 2 minutes or till the water is available in the tank or whichever is earlier.

For how long can I continuously dispense water?

Once pressed, Soft-Touch button dispenses water for 5 minutes and it automatically stops dispensing after that. In case you need more water, you need to press the button again. You can stop the flow of water in between by pressing the Soft-Touch button again.

Will the Guided Alert System indicate any leakage complaints?

No. It only indicates key electrical faults.

How can I clean my Pureit Ultima RO + UV?

It is recommended to clean dry or wet wiping by 3M mop cloth. Do not spray water on the device front cover as it may damage the electronic part. Do not use soap or hard cleaning detergents.

What should I do if the water from the purifier tastes unusual or the purification is taking more time?

Please call the Pureit helpline at 1860-180-1000. Our technician will visit you and help you resolve all the issues.

What happens when there is no electricity?

In case of no electricity, you will not be able to dispense water from the device, since Pureit Ultima RO + UV has an electronically operated water dispensing mechanism.

Why is the output water blue in colour?

The blue colour in the output water is because of the lighting system built in the purifier.

What are the ideal usage conditions for an RO technology based water purifier?

The point-of-use reverse osmosis drinking water treatment systems addressed by NSF-58 standard are designed to be used for the reduction of specific substances that may be present in drinking water supplies (public or private) which are considered to be microbiologically safe and are of known quality.

What do I do if a Guided Alert System band is illuminated?

In case of any electrical fault, a segment of the red band will illuminate to indicate where the fault is.
If it is illuminated, please call the Pureit Helpline at 1860-180-1000 for assistance.

Hindustan Unilever pureit ULTIMA RO + UV

Warranty Card

Pureit Ultima RO + UV Water Purifier Warranty Registration Card

Serial No. _____

Date of Purchase: _____

Purchaser's Name: _____

Telephone No. _____

Address: _____

_____

Dealer's Name: _____

Address: _____

_____

_____
Dealer's Signature
(with rubber stamp)

Note:
1. Please retain the bill of purchase.
2. Please quote Serial number, Model and Date of Purchase in all your correspondence.

‘PUREIT ULTIMA RO + UV’ WARRANTY DETAILS

Product warranty

The ‘Pureit Ultima RO + UV’ guarantees that you will get ‘As Safe As Boiled Water™’ as described in ‘Pureit Ultima RO + UV’s Unique Technology’ section as long as the ‘Pureit Ultima RO + UV’ is used in the manner specified in this manual.

1. The Consumables including the Pre-Carbon sediment filter, Pre-RO Carbon filter, Post-Carbon sediment filter, RO Membrane, TDS Modulator and Post-RO Carbon filter will not be covered under warranty#.
2. The warranty does not cover external booster pump, pressure reducing valve which is bought as an accessory to the purifier.
3. All other components including the electrical parts will have a 12-month warranty against the manufacturing defects.

This warranty is subject to the following conditions:

The customer will notify the company in writing or by calling the help line promptly if any defects are noticed and give the company or its authorised agent adequate opportunity to inspect, test and remedy them. For this the customer may have to deposit the ‘Pureit Ultima RO + UV’ if so required by the company, with the company’s office/service centre/authorised dealer along with the original invoice, in the city where they are sold.

Inspection and test report of the company’s office/service centre/authorised dealer will be final and binding under the warranty for determining defects, repairs/alterations required or carried out, or certifying working of the ‘Pureit Ultima RO + UV’ thereafter.

The company’s obligation under this warranty shall be limited to repairing or providing replacement of parts, which are found to be defective.

The company or its authorised Pureit Helpline centre/licensed service provider reserves the right to retain any part(s) or component(s) replaced at its discretion, in the event of a defect being noticed in the equipment during the warranty period.

The company’s liability under this warranty shall in no event, and under no circumstances, exceed the price paid by the customer.

This warranty is confined to the first purchaser of the product only and is not transferable.

In the event of repairs of any part/s of the ‘Pureit Ultima RO + UV’, this warranty will thereafter continue and remain in force only for the unexpired period of the warranty.

The warranty is issued at Mumbai, and courts at Mumbai shall have exclusive jurisdiction over matters covered or flowing from this warranty.

The company obligation is only for effective repairs of any defective part of the ‘Pureit Ultima RO + UV’, and not for ‘Pureit Ultima RO + UV’ replacement as such.

Repairs or replacements will be carried out either by the dealer from whom the device has been purchased or through a Company Pureit Helpline Centre, or the Authorised Licensed service provider with whom the device has been registered.

For units installed beyond the municipal limits of the jurisdiction of the Authorised licensed service provider or company Pureit Helpline centre, all expenses incurred in collecting the device(s) for part(s) thereof from the company’s Pureit Helpline centre or licensed service centre, as well as expenses incurred in deputing of service personnel/technicians towards conveyance and other incidentals etc. will be borne by the customer.

The warranty is void if any repair work is carried out by persons other than those of the company, or its authorised dealers.

Any part(s) of the electrical and purifier system replaced by the company at its discretion shall be with a functionally operative part.

The concerned Pureit Helpline centre or Licensed service provider will advise the customer whether to effect the repair at site or at the Pureit Helpline centre.

‘PUREIT ULTIMA RO + UV’ WARRANTY DETAILS

Warranty does not cover accessories external to the equipment supplied by the dealer.

In case of repairs or replacement of any part/s of the unit, this warranty will thereafter continue and remain in force only for the unexpired period of the warranty. Replacement of parts would be purely at the discretion of HUL, the same part model shall be replaced and in the event such part model has been discontinued, it shall be replaced with the part model of price equivalent at the time of purchase.

In case of any damage to the product/customer abuse/repairs by unauthorized personnels/misuse detected by the authorized service center personnel, the warranty conditions are not applicable and repairs will be done subject to availability of parts and on a chargeable basis only.

This warranty shall not cover any consequential or resulting liability, damage or loss to property or life arising directly or indirectly out of any defect in the water purifier. The company’s obligation under this warranty shall be limited to repair or providing replacement of defective parts only under the warranty period.

The warranty is not applicable in any of the following cases:

01. The completed warranty card is not presented to authorized service personnel at the time of service of the product.
02. The product is not operated according to instructions given in the operating instruction booklet.
03. The device is not installed in the proper procedure specified.
04. Any defect caused due to improper electrical circuit outside the device in the house or by any defective electrical supply.
05. Defects are caused by improper or reckless use, which shall be determined by the company personnel.
06. Any repair work is carried out by the persons other than authorized service personnel.
07. The damages caused by due to transportation or shifting is not covered by warranty.
08. Defects are due to causes beyond control like lightening, abnormal voltage, acts of god or while in transit or service center or purchasers residence. (normal voltage range specified 230 volts +/- 10% with 50Hz). Customer shall ensure that a stabilizer is installed in those areas where voltage is not available within the warranty range (230V +/- 10%). The stabilizer should be of any reputed manufacturer.
09. The warranty will automatically terminate after 12 months expiry of the warranty period even though the device may not be in use for any time during the warranty period for any reason.
10. Only courts in Mumbai will have the jurisdiction for settling any claims.
11. The serial number of the device or any part thereof is damaged, defaced, altered, obliterated, or tampered with or removal for any reason whatsoever.

This warranty is valid in India only.

Notwithstanding anything to the contrar y contained in, or implied by this warranty:

The company’s liability under this warranty shall be limited only to defects in the ‘Pureit Ultima RO + UV’ which occur under the conditions of normal operation of the ‘Pureit Ultima RO + UV’ and their proper and prescribed use as per this user manual. This warranty does not cover or extend to defects which are determined by the company or its authorised agents as occurring or resulting from or attributable to negligence, abuse, misuse, faulty care, operation or maintenance or repairs, alterations to the ‘Pureit Ultima RO + UV’ or any part thereof by others.

General

For the purpose of this warranty, the following expressions shall have the following meanings respectively:

- ‘The ‘Pureit Ultima RO + UV’ shall mean the ‘Pureit Ultima RO + UV’ described in the invoice.
- ‘The customer’ shall mean the purchaser of the ‘Pureit Ultima RO + UV’ from the company or the company's authorised dealer who is a party to the invoice.
- ‘The company’ shall mean Hindustan Unilever Limited.
- ‘Invoice’ shall mean the Invoice issued for the ‘Pureit Ultima RO + UV’ by the company or its authorised dealer to the customer describing the ‘Pureit Ultima RO + UV’ and indicating, inter alia, the total purchase price thereof, the name of the customer, and the place where the ‘Pureit Ultima RO + UV’ is to be delivered.
- ‘User manual’ shall mean the instructions for installation, use and maintenance contained in the leaflet published by the company, and delivered to the Customer at the time of sale of the ‘Pureit Ultima RO + UV’.

STATEMENT OF HINDUSTAN UNILEVER'S INTELLECTUAL PROPERTY RIGHTS

The following are covered under Hindustan Unilever's Intellectual Property Rights:

Pureit Ultima RO + UV

Germkill Kit™

As Safe As Boiled Water™

Hindustan Unilever Limited

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